



MILLARD COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	12,295	12,416	12,405	12,433	12,326	12,335	12,200	-1.1%	18
Total Non-Ag Employment	3,596	3,596	3,515	3,508		3,799	3,735	-1.7%	19
Non-Ag Avg Monthly Wage	\$1,974	\$2,001	\$2,174	\$2,273		\$2,388	\$2,358	-1.3%	7
Per Capita Income	\$16,539	\$16,526	\$16,652	\$18,634	\$19,472	\$20,620	\$21,357	3.6%	13
Unemployment Rate	4.8%	4.5%	4.0%	4.9%		5.4%	5.6%	0.2%	12
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$24.3	\$24.8	\$23.8	\$23.0	\$20.2	\$20.2	\$20.4	1.0%	20
Travel & Tourism Related Employment	449	464	450	457	589	636	643	1.1%	20
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$505.0	\$515.0	\$494.0	\$478.0	\$542.0	\$422.8	\$427.5	1.1%	20
Gross Taxable Room Rents	\$1,997	\$2,179	\$2,337	\$2,439		\$2,758	\$2,671	-3.2%	22
Transient Room Tax	\$59.9	\$65.4	\$70.1	\$73.2		\$82.7	\$80.1	-3.1%	22
Restaurant Tax	--	--	--	--		--	--	--	--
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$102.3	\$108.6	\$107.4	\$120.7		\$128.8	\$128.8	0.0%	18
REGIONAL VISITATION COUNTS									
Capitol Reef N.P.	656,026	680,153	612,656	527,760		523,458	535,439	2.3%	
Palisade S.P.	271,548	127,547	142,253	145,878		134,524	255,624	90.0%	
Yuba S.P.	68,316	77,612	144,911	120,881		112,381	66,660	-40.7%	
Fremont Indian S.P.	105,205	95,670	94,054	79,405		83,648	71,465	-14.6%	
Territorial Statehouse S.P.	32,016	42,329	54,444	37,237		28,451	30,156	6.0%	

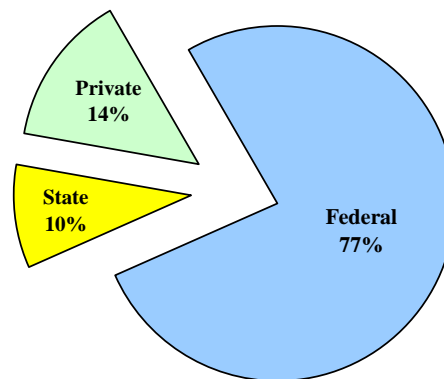
r = revised

Land Ownership - 2004		% Total
Total Acres in County	4,251,149	100.0%
Federal Government		
BLM	3,255,360	76.6%
US Forest Service	2,887,751	67.9%
National Recreation Areas	367,609	8.6%
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government		
Utah State Parks & Recreation	403,984	9.5%
Utah State Wildlife Reserves	--	--
Utah State Wildlife Reserves	24,257	0.6%
State Trust Lands	379,727	8.9%
American Indian		
	1,157	0.0%
Private**		
	590,648	13.9%

*Includes Military and Bankhead Jones land

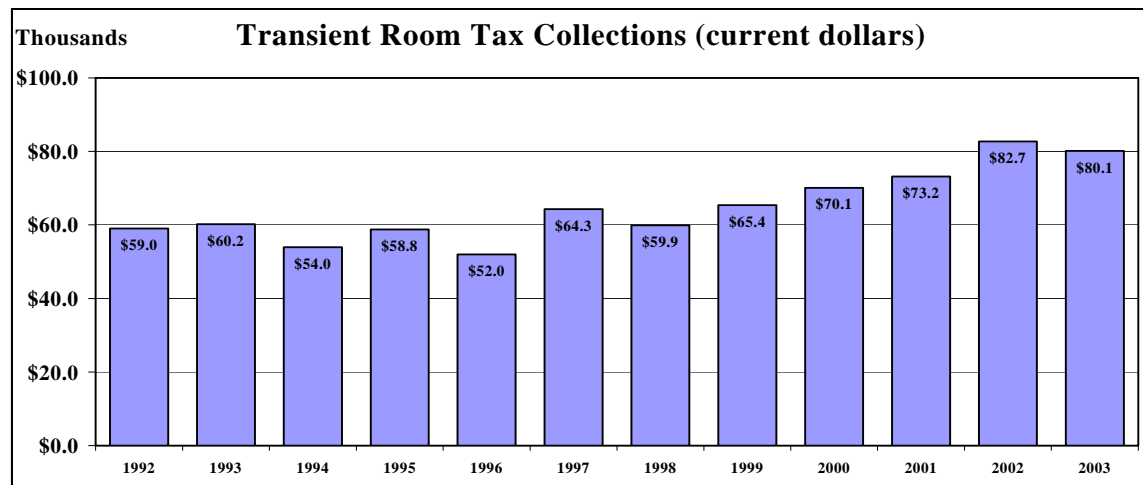
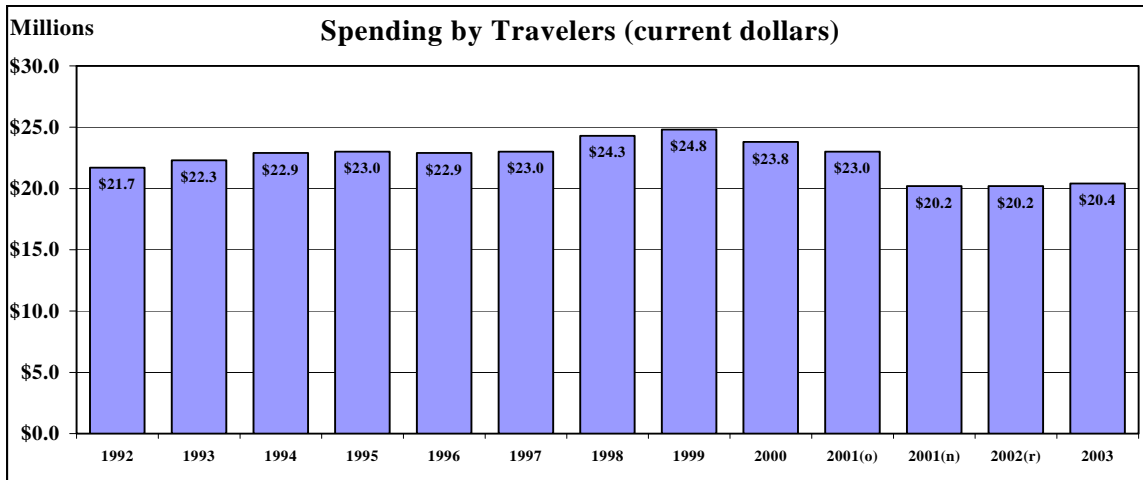
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Millard County Tourism Profile



r = revised

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